

## **Sample Media Release – Pre-Enforcement**

For Immediate Release

{Insert Name & Contact Info.}

# **POLICE AGENCIES TO CONDUCT UNDERAGE DRINKING ENFORCEMENT**

{Date} Local law enforcement agencies, including {insert agencies' names} will be conducting underage drinking enforcement during {time period}. These law enforcement agencies have made a commitment to address youth alcohol issues by dedicating grant-funded overtime patrols to enforce Michigan's underage drinking laws. The key to the success of these innovative enforcement periods is the combination of education and enforcement efforts.

"Our hope is that by combining education with enforcement, zero tolerance messages will quickly become clear throughout the community," said {insert name and title}. "By involving multiple stakeholders in the program, that message will be louder, spread faster, form deeper roots, and have longer lasting effects. By taking a pro-active enforcement stance, we know there will be a reduction in underage drinking."

These patrols are funded through a grant with the Michigan Office of Highway Safety Planning and U.S. Department of Justice's Enforcing Underage Drinking Laws Program. The goal of the grant is to eliminate underage consumption of alcohol; establish close working relationships between law enforcement and schools and promote community awareness regarding the problems associated with youth access to alcohol.

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